

Research Before Design | Creative Brief Outline

Who are you designing for? (Mission, values, services, etc.)

What “problem” are you trying to solve? (Awareness, behavior, donations, etc.)

What are you trying to achieve? (Goals)

Who are you trying to reach? (Audience, demographics, etc.)

How can you reach them? (Style & tone)

Other important information/considerations?

(Deliverables, budget, timeline, stakeholders, point of contact, etc.)